

Term End External Examination 4th Semester (Session- July 2024)

Subject: Business Administration

Course No and Title: BBAC31422M/Marketing Management

Time: 2.15 hours      Max Marks:100      Min. Marks:40

Section A: Objective Type Questions

Q1. Choose the appropriate Answer: (8x1.5=12)

- i. Which of the following is NOT an element of the marketing mix?  
A Distribution      B Target market  
C Pricing      D Product
- ii. -----is the collection and interpretation of information about forces, events, and relationships that may affect the organization.  
A Stakeholder analysis      B Environmental scanning  
C Opportunity analysis      D Market sampling
- iii. The phenomenon of cognitive dissonance represents:  
A A state of mental peace      B A state of happiness  
C A state of conflict      D None of the above
- iv. Psychographics is the measurement of  
A Age and location of consumers      B Status and occupation of consumers  
C Religion and gender of consumers      D Lifestyle and personality characteristics
- v. Product mix means  
A The total number of products marketed by a company      B Product lines, depth, width and length  
C Total product portfolio      D All of the above
- vi. Skimming strategy is appropriate when the  
A product is new to the market      B Product is differentiated and there is no threat of competition  
C Customers are sensitive to the price      D Product is prone to scale effects
- vii. AIDA stands for  
A Awareness, interest, desire, attraction      B Awareness, interest, desire, attitude  
C Awareness, interest, decision,      D Awareness, interest, decision,

desire, action      attraction

viii. Channel conflict are of two types

- A Direct and indirect      B Horizontal and vertical  
C Horizontal and diagonal      D Simple and complex

Section-B: Descriptive Type Questions (Short Type)

Q2: Answer all the Questions (8 x 4 =32)

- i. What do you understand by production philosophy?
- ii. What are the different internal marketing environment factors?
- iii. Define positioning strategy.
- iv. Mention the five steps of consumer decision making process.
- v. What do you understand by the term branding?
- vi. Define going rate pricing.
- vii. Mention the various promotional tools of promotion mix.
- viii. Define green marketing.

Section – C: Descriptive Type Questions (Medium Type)

Answer all the questions: (4 x 7=28)

Q 3. Briefly explain the product oriented concept and consumer oriented concept.

OR

Explain the following:

- a) External macro environment
- b) Internal marketing environment.

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**Q 4.** Explain the concept of Buying motives in marketing environment.

**OR**

Briefly explain segmentation, targeting and positioning.

**Q 5.** Explain in detail the growth phase and Maturity phase of PLC.

**OR**

Differentiate between Skimming pricing and penetration pricing

**Q6.** Prepare a chart of distribution channels for the following products:

- a) Fast moving consumer goods (FMCG)
- b) Automobiles

**OR**

Distinguish between publicity and public relation with help of examples.

### **Section – D: Descriptive Type Questions (Long Type)**

**Answer any two of the following: (2 x 14=28)**

**Q7.** Explain the concept of marketing mix with an each example from product and service marketing firms.

**Q8.** Explain segmentation, targeting and positioning. What are the four popular approaches to segmenting the market? Explain each one of them.

**Q9.** Draw and describe the product life cycle concept. Explain the strategies applicable in each of the stages.

**Q10.** A company can make the products available to the customer directly or indirectly. Discuss in light of various levels of channels that can be opted by the marketer.